

Appendix

The Mousetrap For HTML Designers

Exhibit A

1. Audience and Scope

This guide is for those familiar with HTML but not with SML or JavaScript. It will allow taking an existing mousetrap and modifying it so it can be applied to a different site.

2. Operation

The first two sections of *The Mousetrap Programmer's Guide* can be read by a non-programmers for a description of the mousetrap mechanism. "The Mousetrap Effect" describes the action of the mousetrap from a user's point of view and "Operation Overview" discusses the sequence of events which occur when the browser's back button is pressed or a link is clicked. Also, check the "Mousetrap Flow Drawing" on page 16 to see how a mousetraps flow works.

3. Mousetrapping In A Nutshell

In a nutshell, to apply the mousetrap to a non-mousetrap sales site, do the following:

1. Copy & rename the necessary files (section 7).
2. Make sure the ..._tail.htm file copied from above has the proper directory for the legal section (see end of section 6).
3. Insert the proper file names in the frameset page (section 5).
4. Copy the SML at the very top of the page and JavaScript between the </title> and </head> from parallel pages in a mousetrap (for example, copy the SML and JavaScript from the Sex Museum softsales page to the new softsales page).
5. Make sure all links in parallel pages have the JavaScript (onClick, onMouseOver, onMouseOut) and SML tags (including the feeders on the links to the registration pages).
6. Copy the SML conditional for the button/submit-button on the registration pages from mousetrap registration pages (see section 8.4).
7. Perform the tests in the "Testing" section (page 11). If there are problems, go to the "Troubleshooting" section (page 13).

IMPORTANT NOTE: When copying anything from an existing mousetrap to a new mousetrap, load the existing mousetrap file in your editor to copy data. **DO NOT COPY BY VIEWING PAGE SOURCE IN YOUR BROWSER... SML COMMANDS WILL NOT BE COPIED.**

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4. Copy Files

The first step to brewing up a mousetrap is to copy files from an existing mousetrap to the new mousetrap directory. If we were copying from Sex Museum, the following files would be copied:

1. mmuse_index.sml
2. mmuse_hidden1.sml
3. mmuse_hidden2.sml
4. mmuse_tail.htm

We would then rename them appropriately. For example, for Video Sex Channels, the frameset page might be renamed "mvsc_index.sml".

5. The Frameset Page

Various file names need to be entered in this page to customize the mousetrap to a particular sales site.

This page typically ends in "index.sml". For example, Sex Museum's frameset page has the filename of "mmuse_index.sml".

5.1.1. Warning Page

At line 5 of the frameset page, the following needs to have the file name entered for the warning page:

```
<$if cond:!.goTo val:.goTo="mmuse_warning.sml"><$endif>
```

The above setting is used for the warning page in Sex Museum.

5.1.2. defaultStatusMsg

This constant needs to be set with the message desired on the bottom of the browser's window. The following default message was used for Sex Museum:

```
defaultStatusMsg="Welcome to Sex Museum";
```

5.1.3. Hidden Pages

Two constants must be changed to reflect the file names of the hidden files. For example, for the Sex Museum, the following names are used:

```
hidden1="mmuse_hidden1.sml";  
hidden2="mmuse_hidden2.sml";
```

Also note that the hidden1 file needs to be set in the frameset definition itself at line 84.

5.1.4. Netscape 2 Kludge

The defaultWarpTo constant is used because of a problem with Netscape 2. The following line needs to be set to the "warpTo" value in the first sales page (the page you come to after you click the "Enter" off the warning page).

```
defaultWarpTo="mmuse_survey.sml"
```

6. Warning Page

This page contains 4 lines of JavaScript that will occur on all pages (except the registration pages).

```
parent.backTo="mmuse_softsales.sml";  
parent.warpTo="mmuse_softsales.sml";  
window.defaultStatus=parent.defaultStatusMsg;  
parent.loadPage();
```

The "parent.backTo" needs to be set to the page you need to go to when the user hits the browser's back button. The "parent.warpTo" needs to be set to the page you need to go to when the user tries to go to a new location via bookmarks, history list, or typing in a new URL. The "window.defaultStatus" line sets the default of the browser's status line to "defaultStatusMsg" value set in the frameset page. The last line runs the "loadPage()" method in the parent which loads a file into the hidden frame.

All links on the warning page need to have the following line in them:

```
OnClick="parent.clicked(this)"
```

In addition, a mouse over message can be associated with the link by adding the following JavaScript to the link:

```
OnMouseOver="return parent.setStatus('I agree')"  
OnMouseOut="return parent.setStatus('')"
```

The footer also needs to manually be added to the warning page and *every other page* in the mousetrap. For example, the following is used on Sex Museum:

```
<#INC."d:/http/sexmuseum/mmuse_tail.htm"#>  
<table width=610 border=0>  
  <tr>  
    <td>  
      <ul>  
        <pre><#MAC.NBHOST#></pre></font>  
      </ul>  
    </td>  
  </tr>  
</table>  
</HTML>  
<$exit>
```

The line with "d:/http/sexmuseum/mmuse_tail.htm" would change with another site. For example, at XXX Sex Photos, the line would change to "d:/http/xxxsexphotos/mxsp_tail.htm".

7. First Sales Page

This page is loaded after "Enter" on the warning page is clicked. The top of this page needs the following SML line:

```
<#MAC.visit#>
```

This page has the same JavaScript as the warning page except that the following line is added:

```
parent.enterClicked=true;
```

This is a variable to let other pages know that the user has clicked the "Enter" key.

As discussed in the warning page, links to the "age verification" or registration pages need to have the following JavaScript:

```
OnClick="parent.clicked(this)"
```

The SML feeders need to be correct on these links as well to ensure proper statistics. The following is a correct feeder example from Sex Museum:

```
feeder=MMUSE_sales_1_Live-<#MAC.NBHOST#>&<#SID=.#>&bid=<#.bid#>
```

The link to the members and webmaster areas need to have the following in order to remove the frameset when entering these areas:

```
target="_top" OnClick="parent.clicked(this)"
```

Again, all links can make use of the mouse over events for links:

```
OnMouseOver="return parent.setStatus('Members Enter Here')"
```

```
OnMouseOut="return parent.setStatus('')"
```

8. Registration Page

8.1. SML

The SML for this page should be copied from an existing mouse trap registration page:

```
<$assign val:SID.mm="apps.xpics.com">
<$if cond:..free!=CHECKED cond:..mall!=CHECKED val:..m90=CHECKED><$endif>
<$if cond:..bid val:..acb=.bid><$endif>
```

The second line above sets the default membership to the 90 Day membership.

8.2. JavaScript

The JavaScript for this page is different than previous pages:

```
<script language="JavaScript">
<!-- Script start
    var isSent = 0;
    parent.newWin=true;

    function load()
    {
        window.defaultStatus=parent.defaultStatusMsg;
    }

    function SubmitData( form )
    {
        parent.newWin=false;
        if( !isSent )
        {
            isSent = 1;
            form.submit( );
        }
    }
// Script end -->
</script>
```

8.3. Membership Codes

The following three lines are specific to each site:

```
<INPUT TYPE="radio" NAME="PARM13" VALUE="SEXM-FR" <#.free#>>
<INPUT TYPE="radio" NAME="PARM13" VALUE="SEXM-90" <#.m90#>>
```

The "SEXM-FR" and "SEXM-90" is specific to Sex Museum. For example, the lines in all XXX Sex Photos registration pages are the following:

```
<INPUT TYPE="radio" NAME="PARM13" VALUE="SEXRXX-FR" <#.free#>>
<INPUT TYPE="radio" NAME="PARM13" VALUE="SEXRXX-90" <#.m90#>>
```

8.4. Submit Button

The submit button needs to look something like the following:

```
<$if cond:SID.js>  
<CENTER><input type="button" value="Submit Information" onClick="SubmitData( this.form )"></CENTER>  
<$else>  
<CENTER><input type="submit" value="Submit Information"></CENTER>  
<$endif>
```

The SML conditional `<$if cond:SID.js>` needs to be used on a mousetrap registration pages. The SML conditional `<$if cond:MAC.user_agent LIKE "Mozilla/[2-9]">` is **only** used on non-mousetrap registration pages.

9. The Second Sales (Survey) Page

This page has a form on it and has JavaScript which should be copied from another survey page. Currently the information entered in the survey is being thrown away. In development, we have a survey page which will store data in SQL Server. We will describe these two variations and their setup:

9.1. Data Not Stored

For the survey form that throws away user entered data, the following lines are used near the HTML "form" command:

1. `<form name="qForm" method=post action="mmuse_allsites.sml">`
2. `<input type=hidden name="feeder" value="MMUSE_survey-<#MAC.NBHOST#">`
3. `<input type=hidden name="referer" value="<#SID.referer#">`
4. `<input type=hidden name="bid" value="<#.bid#">`

The first line above needs to have the appropriate "allsites" registration page. For example, for XXX Sex Photos, the line should have `action="mxsp_allsites.sml"`.

The second line should have the appropriate feeder. For XXX Sex Photos, it would be `value="MXSP_survey-<#MAC.NBHOST#"`. The remaining lines would not be altered.

9.2. Data Stored

For the survey form that stores user entered data, the following lines are used near the HTML "form" command:

1. `<form name="qForm" method=get action="http://apps.xpics.com/cgi-bin/survey.pl">`
2. `<input type=hidden name="feeder" value="MMUSE_survey-#MAC.NBHOST#>`
3. `<input type=hidden name="referer" value="<#SID.referer#>">`
4. `<input type=hidden name="bid" value="<#bid#>">`
5. `<input type=hidden name="table_name" value="survey_response">`
6. `<input type=hidden name="redirect" value="http://www.sexmuseum.com/mmuse_allsites1.sml">`

The second line should have the appropriate feeder. For XXX Sex Photos, it would be `value="MXSP_survey-#MAC.NBHOST#"`.

The sixth line above needs to have the full URL of the appropriate "allsites" registration page. For example, for XXX Sex Photos, the line should have `value="http://www.xxxsexphotos.com/mxsp_allsites.sml"`.

The other lines don't need to be altered.

10. The Allsites Page

After a user has filled out the survey page and submitted it, they will be directed to the allsites registration page. Using SML conditionals, this page is responsive, depending on the answers to the questions in the survey page.

Nothing in this page needs to be customized for a particular site.

11. SoftSales Page

If the user hits the browser's back button from the warning page, they will get presented with a "soft" sales page. That is the images in this page are softer than those in the sales page. The JavaScript in this page shows a variation over the regular sales page.

If the user presses the back button at the softsales page, they would normally go to a banners page specific to the current site (see next section). However if the user has come to our Warning without a banner ID (a small percentage) they may be under age so we don't want them to go to the banners page. For this reason, the JavaScript on the softsales page is different than the regular sales page.

```
if (parent.acb == "")
{
  parent.backTo="http://198.168.54.139/thrill-cgi/ad/xpics/ricochet.cgi?xpicsr";
  parent.warpTo="http://198.168.54.139/thrill-cgi/ad/xpics/ricochet.cgi?xpicsr";
  parent.backToTop=true; //blow away frame
}
else
{
  parent.backTo="mmuse_banners.sml";
  parent.warpTo="mmuse_banners.sml";
}
window.defaultStatus=parent.defaultStatusMsg;
parent.loadPage();
}
```

The JavaScript above sends a user without a banner ID to CyberThrill. If they do have a banner ID, they go to the banners page (mmuse_banners.sml). These lines could change depending on who we are directing potentially underage users to.

WARNING: MAKE SURE THE FIRST LINE ON THE REGULAR SALES PAGE:

<#MAC.visit#>

IS NOT ON THE SOFTSALES PAGE!!!

12. Banners Page

12.1. Links

All links in the banners page need to have the following:

Target="_top" OnClick="parent.clicked(this)"

For example, a link to the ass website could look like the following:

```
<a href="http://www.xpics.com/ass/ass.html?acb=acb100001-1100" Target="_top"
OnClick="parent.clicked(this)">
```

12.2. JavaScript

This is the last stop in the mousetrap before the mousetrap is exited. We have two variations in the JavaScript for the banners page:

1. The user always gets directed to CyberThrill (or another PG rated website) with a back button or warp.
2. If the user has hit the enter button and is backing up from the survey page, they can be directed to the sales pages of another Xpics site with a back button or warp. If the user has backed off from the warning page (and gone to the softsales page) they will get directed to CyberThrill (or another PG rated website) with a back button or warp.

12.2.1. Always Directed to PG Website

The JavaScript below will always direct the user to the CyberThrill site with the back button or warp:

```
<SCRIPT LANGUAGE="JavaScript">
parent.backTo="http://198.168.54.139/thrill-cgi/ad/xpics/ricochet.cgi?xpicsr";
parent.warpTo="http://198.168.54.139/thrill-cgi/ad/xpics/ricochet.cgi?xpicsr";
parent.backToTop=true; //blow away frame
window.defaultStatus=parent.defaultStatusMsg;
parent.loadPage();
</SCRIPT>
```

12.2.2. Not Always Directed to PG Website

The JavaScript below will direct the user to the CyberThrill site if they have not clicked the enter button on the warning page (ie, haven't gone to the first sales page). If they have clicked the enter button, they will be directed to the "non-mousetrap" sales page of the Video Sex Channels" site (see section 15.2 for loading a mousetrap at a sales page instead of the warning page).

```
<SCRIPT LANGUAGE="JavaScript">
if (!parent.enterClicked)
{
    parent.backTo="http://198.168.54.139/thrill-cgi/ad/ypics/ricochet.cgi?ypicsr";
    parent.warpTo="http://198.168.54.139/thrill-cgi/ad/ypics/ricochet.cgi?ypicsr";
    parent.backToTop=true; //blow away frame
}
else
{
    parent.backTo="http://www.videosexchannels.com/vsc_sales.sml?bid=<#.bid#>&refer=
MMUSE_banners.sml-<#MAC.NBHOST#>";
    parent.warpTo="http://www.videosexchannels.com/vsc_sales.sml?bid=<#.bid#>&refer=
MMUSE_banners.sml-<#MAC.NBHOST#>";
    parent.backToTop=true; //blow away frame
}
window.defaultStatus=parent.defaultStatusMsg;
parent.loadPage();
</SCRIPT>
```

13. Testing

The mousetrap *needs* to be tested thoroughly before it is put live. After the mousetrap has been completely setup, testing can start.

13.1. Get a Link To The Mousetrap

Put a test banner or link (with a test banner ID) that can be clicked on to jump to the mousetrap frameset page. Ideally the page with this link would be on another server. This link will be used to check if the referer is being passed properly through to the registration page. Also, by entering with the banner ID, we can verify that the banner ID is being passed to the registration page.

As an example, the following links were setup to test development sites in a computer named KAUAI:

```
<a href="http://kauai.sbusiness.com/xpics/ass/mass_index.sml?acb=acb100002-60000">Ass  
Award</a><br>
```

```
<a href="http://kauai.sbusiness.com/sexmuseum/mmuse_index.sml?acb=acb100002-60000">Sex  
Museum</a><br>
```

```
<a href="http://kauai.sbusiness.com/sexroulette/mroul_index.sml?acb=acb100002-60000">Sex  
Roulette</a><br>
```

13.2. Test All Links

Every link on every page needs to be tested. Make sure that the frameset is blown away (and without generating a new window) where the link has **target="_top"** in it.

Be sure to check the links on one of the footers, the banners page, registration pages, sales pages (including the member area and webmaster area).

In other words, check all links on every page!

13.3. Test Back & Warp on All Pages

Go to *each* page and hit the back button to verify that the "parent.backTo" gets loaded. Go to *each* page and warp out. You can do that by simply re-loading the frameset page. When you warp, you should open a new browser window with the proper page loaded in it. To test the next warp, you have to close the new window.

To test the softsales page back/warp, you will have to load the frameset page both with an ACB banner ID and without one. If you arrive with a banner ID, you will back/warp from softsales to our banners page. Without a banner ID, you will bypass our banners page and go to a GP rated type site (like CyberThrill).

13.4. Verifying That Parameters Are Passed

Using the link created in section 13.1, click to the frameset page (this creates a referer). Click the Enter button on the on the warning page and from the sales page, click to the first registration page.

Using your browser to view source (view frame source) and you will see the source of the registration page without the SML converted to HTML.

Scroll down the registration page and located the hidden input fields with the names of PARM6, PARM18, and PARM22 as shown below:

```
<input type="hidden" name="PARM6" value="http://kauai.sbusiness.com/jump.htm">  
<input type="hidden" name="PARM18" value=" MMUSE_sales1_Live-xpics_server6">  
<input type="hidden" name="PARM19" value="NEW">  
<input type="hidden" name="PARM22" value="acb100002-60000">
```

PARM6 is the referer. In this case, we had the links to the frameset page (mentioned in section 13.1) on the domain of "kauai.sbusiness.com".

PARM18 is the feeder. The feeder should start with capital letters. If there are multiple links on the sales page, the feeder should indicate which link we came from. For example, the above feeder came from the "mmuse_sales1.sml" page with a click on the "Live Sex Shows". The page was served up from "xpics_server6".

PARM22 is the banner ID passed to the frameset page when it was first loaded.

These above three parameters must be present and functional.

13.5. Register Somebody

Using a test credit card, register a fictitious person (ask Gene to set up a test credit card). Register somebody once from *every* registration page, selecting different memberships. Put your sbusiness email address in the registration page so we can locate all test memberships and easily delete them. Using the "XPics - Adult City SuperServer Administrator" at:

<http://admin.xpics.com/xpl/admin/>

Verify that the username you choose is available. Then after retrieving that user's info, verify the following is correct:

1. Name
2. Feeder
3. Referrer
4. Membership type
5. Banner ID
6. Credit card & expiration

14. Troubleshooting

There are various simple troubleshooting tools and techniques available to quickly isolate a problem.

14.1. PARM6, 18, or 22 Missing

Make sure that you have a proper banner or link to the frameset page. When the frameset page is loaded from your link, you should see something like the following in the browser's location window:

http://www.sexmuseum.com/mmuse_index.sml?acb=acb100002-60000

You need to have the "sml?acb=acb100002-60000" parameter appended to the URL of the frameset page.

14.1.1. Check The Warning Page

With the warning page in the main frame (and using Netscape 4) right click anywhere on the warning page and select "View Frame Info" You should see something like the following:

http://www.sexmuseum.com/mmuse_warning.sml?SID=0380ed760164&bid=acb100002-60000

You can see that we are looking at info for the warning page on Sex Museum. There should be a number after the "SID=". Then the "bid=" should be following by the test banner ID. A problem here indicates the frameset definition for the "main" frame (on the frameset page) is not correct.

14.1.2. Check the Sales Page URL

Click on the Enter button and load the sales page. After the sales page is loaded right click anywhere on the warning page (using Netscape 4), and select "View Frame Info". You should see something like the following:

http://www.sexmuseum.com/mmuse_warning.sml?SID=0380ed760164&bid=acb100002-60000

As in the warning page, you should see a number after the "SID=" and the banner ID should be after the "bid=". If this is incorrect, there is a problem on the "Enter" link on the warning page (probably SML).

14.1.3. Check the Sales Page Links

With the sales page in the browser, view the source for the sales page (view frame source) and look for the links to the registration pages. Verify that these links are correct. For example, in Sex Museum, the link to the "Live Shows" looks like the following:

```
<A HREF="mmuse_livesex.sml?feeder=MMUSE_sales_1_Live-xpics_server6&SID=0380ed760164&bid=acb100002-60000" OnClick="parent.clicked(this)" OnMouseOver="return parent.setStatus('Check It Out - Live!)" OnMouseOut="return parent.setStatus('')">
```

Verify that the "feeder=" and "SID=" are present and are the correct format. Also the OnClick="parent.clicked(this)" needs to be present. OnMouseOver and OnMouseOut are optional.

14.1.4. Check the Registration Page

If the above all checkout, the problem has to be in the registration page. Verify in the registration file the following is correct:

```
<input type="hidden" name="PARM6" value="#SID.referer#><#SID.tracked#>">
<input type="hidden" name="PARM18" value="#.feeder#>">
<input type="hidden" name="PARM19" value="NEW">
<input type="hidden" name="PARM22" value="#.bid#>">
```

14.2. Back or Warp Is Doesn't Work

As a trouble shooting aid, go the frameset page and the frameset definition itself near the bottom of the page. You should see the following:

```
<FRAMESET ROWS="100%," SCROLLING=no BORDER=0 frameborder=no framespacing=0
onUnload="unload()">
```

Change the frameset definition to the following:

```
<FRAMESET ROWS="*,40" SCROLLING=no BORDER=0 frameborder=no framespacing=0
onUnload="unload()">
```

After re-loading the frameset page, you will see a 40 pixel window at the bottom of the screen. It shows the hidden2 file which has the "backTo" and "warpTo" variables. You can verify that these variables are correct for each page. For example, from the warning page, these variables should be set for the softsales page.

If the mousetrap mechanism is working properly, the small window at the bottom (the hidden frame) should change from the hidden1 page to the hidden2 page with each link click and browser back button press. If it doesn't, check the JavaScript between the "</title>" and "</head>" and the "OnClick=..." JavaScript on suspected link.

15. Esoterica

15.1. Hosts File

When editing on a server that has multiple mirrors, the only way to guarantee getting to the proper is to enter the IP address instead of a URL. For example, if you would like to go to Ass on "xpics_server1", you would enter the following URL:

http://208.215.61.5/ass/mass_index.sml?acb=acb100002-60000

Assuming you have Windows NT, an alternative to the above is to open up the "hosts" file. On Windows NT 4, you should open the following file in Notepad (if you can't find the file there, just use "Find" off the "Start" button to locate the "hosts" file):

winnf\system32\drivers\etc\hosts

With the following entries in your hosts file, every time your browser requests "www.xpics.com", for example, you will automatically get directed to the 208.215.61.5 IP address.

```
127.0.0.1    localhost
208.215.61.5 www.xpics.com
208.215.61.12 www.sexmuseum.com
208.215.61.11 members.sexroulette.com
208.223.222.18 www.videosexchannels.com
208.223.222.31 www.xxxsexphotos.com
```

15.2. Starting the Mousetrap On a Non-Warning Page

The Mousetrap normally starts on the warning page. As discussed in section 5.1.1, the warning page filename is set in the frameset page.

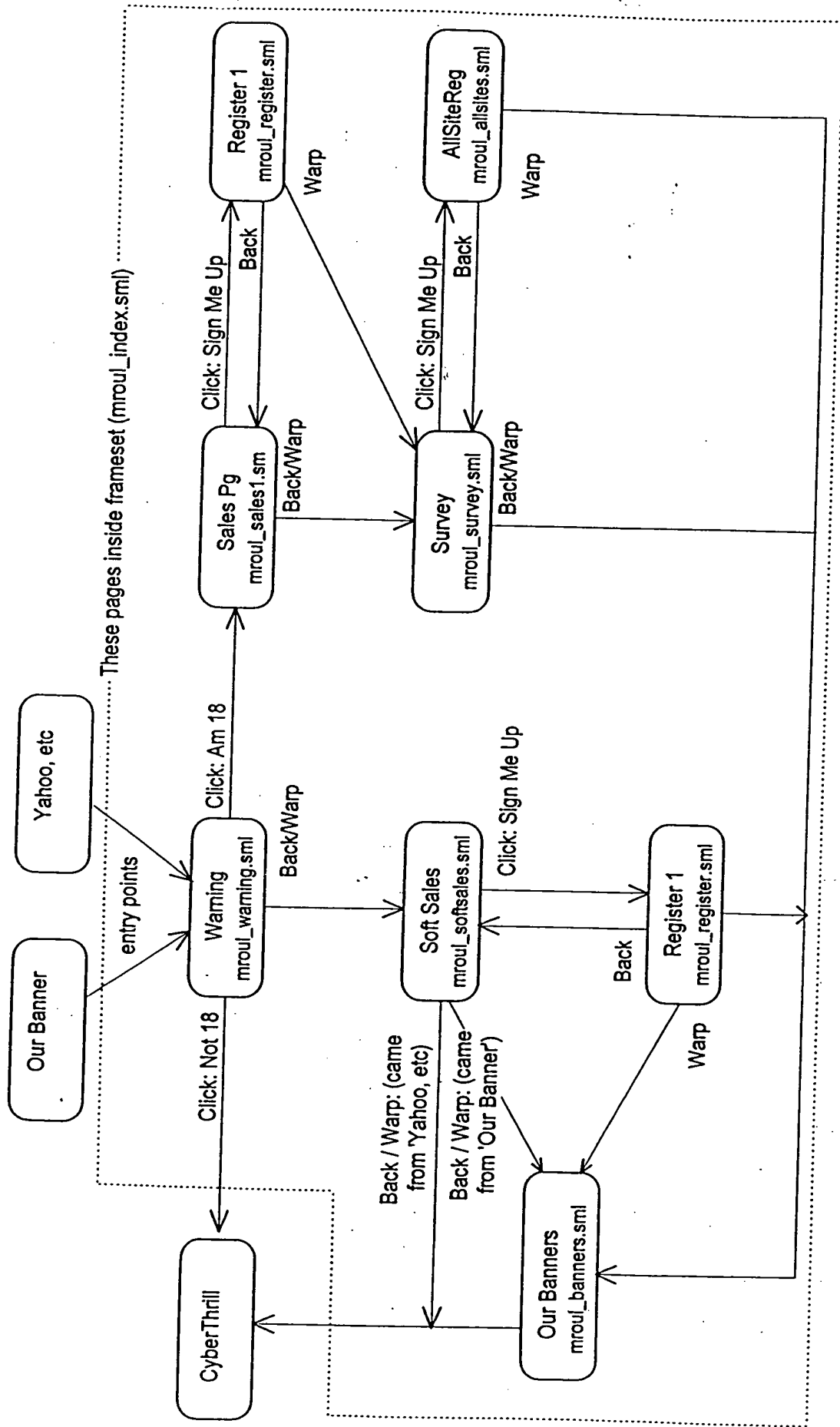
If you would like to start a mousetrap from at the sales page for example, you would enter the following URL:

http://www.sexmuseum.com/mmuse_index.sml?acb=acb100002-60000&startAt=mmuse_sales1.sml

This would start the mousetrap at the sales page in the Sex Museum mousetrap instead of the warning page.

This might be used when leaving backing/warping from the banners page and "enterClicked" is true (see section 12.2).

16. Mousetrap Flow Drawing -- Flow Chart for Sex Roulette



Sex Museum and Ass Awards are similar except there are 4 registration pages off the Sales Pages.